

29 May 2026

## **Are Direct Invests in Retailer Service: New Platform and Dedicated Customer Service Team**

*A significant upgrade to how Are Direct supports Australian and New Zealand retailers*

Are Direct has launched a major upgrade to its customer service model, introducing a new technology platform and a dedicated specialist service team to support retailers across Australia and New Zealand.

The changes, which came into effect this week, reflect Are Direct's commitment to making it simpler and faster for retailers to get the support they need — particularly in the day-to-day operational moments that matter most to running a retail store.

### **A New Customer Service Platform**

Are Direct has implemented Zendesk as its customer relationship management (CRM) platform. The system provides a single, unified record of every retailer interaction across calls, emails and service requests enabling faster response times, consistent case ownership and full visibility of resolution history.

The platform replaces a fragmented set of tools and manual processes. Retailers will no longer need to repeat information when contacting Are Direct account history and prior requests are accessible to the service team immediately upon contact.

### **A Dedicated Specialist Service Team**

Are Direct has partnered with Centrecom, a specialist contact centre based in Fiji, to provide dedicated inbound service support for Australian and New Zealand retailers. Centrecom agents are fully trained in Are Direct's products, processes and retailer account structures.

The partnership ensures calls are answered promptly and requests are managed end-to-end. Are Direct's onshore teams retain responsibility for complex escalations, account management, operations and governance.

### **Retailer Experience: What Changes, What Does Not**

Contact details for the Are Direct businesses' remains unchanged. Retailers continue to reach the team through the same phone number and email address as before. Account structures, pricing, products and relationships with Are Direct representatives are unaffected.

Are Direct has specifically designed this model to support a phone-based service. Retailers will not be directed to self-service for requests that can be handled on a call. Resolution times are now tracked systematically, providing Are Direct with the visibility to continuously improve service performance.

## **Background**

The investment is the first phase of Project Compass, Are Direct's broader program to modernise its customer operations across Australia and New Zealand. The program is designed to deliver a simpler, more reliable and more consistent service experience for retailers.

## **Contact**

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